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Giving a FOOD DEMONSTRATION with Tips for TV

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MAR 27 1963

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Federal Extension Service • U. S. Department of Agriculture PA - 537

a guide for extension workers

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Issued February 1963

Appreciation is expressed for suggestions from Edith Swing, Radio and Television Service, U.S. Department of Agriculture, Washington 25, D.C.



GIVING A FOOD DEMONSTRATION—

With Tips for TV

Demonstration is one of the oldest and most effective forms of education. It impresses the message through both sight and sound.

PLAN FIRST

To give a successful demonstration, you must know your audience and its needs. You must know the main point you want to teach and your reason for teaching it to this group. If you are training leaders, think how the main point can be adapted to the group's local conditions and materials. Can a leader repeat this demonstration effectively?

Strive for perfection when you give a demonstration. This means work! Be familiar with all utensils and appliances so that you can use them with ease. The less you have to worry about, the better. Use ideas that are simple to do and get across.

You must have a plan and follow it. This outline may help you:

The first part of the demonstration must attract attention and acquaint the audience with your subject. Make them feel that the subject is important, worthwhile, practical, and valuable. Briefly introduce yourself.

Start working; then build in explanation. Make the explanation fit the action. For each step, tell what is being done, how it is being done, why this method is being used, and perhaps something about the material or equipment used.

If you write your demonstration, practicing it will help you remember the material. Be sure to use your own words. Do not memorize the talk. Use notes and recipes openly; don't try to memorize the ingredients.

Arrange the demonstration so that processes come in logical order.

You don't need to show every step, but if you have done part of the demonstration ahead of time, explain what happened.

Summarize important points. Set apart the finished product so it's not lost in the clutter of equipment. Display the food attractively, and ask if there are any questions. A good-looking tray or cloth helps. If a food is prepared, it is well to serve samples of it. Hand out the recipe if you think the audience will want it.



TECHNIQUES WITH RECIPES

Always use recipes that you have tested and tasted. Some foods look good but don't taste good.

It is not always necessary to use a formal recipe. In some cases the exact amounts are not important. For example, in making a salad you are giving ideas.

Make a procedure sheet. On this, list the foods in the order in which you are going to demonstrate them, starting with the ones that cook the longest. Then after each item write exactly what is to be done ahead of time, the food and utensils that will be needed, the mixer if one is necessary, the range features to be used, the heat, and the time involved.

Have ready in proper sequence the trays of materials that you'll use in preparing different recipes. Put on each tray as many of the things used to demonstrate that particular recipe as possible, and in the order they are to be used. Wrapped materials should be easy to open.

Measure the ingredients ahead of time. If you have the food displayed in the measuring spoon or cup, you will need only to repeat the amount and ingredient as you add it. Go over every step of the recipe. If you are making something "tricky," then make at least one sample in front of the audience. Have some things made ahead of time if they must cool.

This planning may seem like a lot of work, but it makes the demonstration easier for you and results in a smoother presenta-

tion. If you ever have to repeat the demonstration, it will be much simpler to refer to your plan than to start again from scratch. A demonstration that looks easy has been carefully worked out step by step and practiced ahead of time.



YOUR PRESENTATION

Be sure that everyone in the audience can see and hear you. Keep your voice pitched low and pleasingly modulated. A direct, conversational tone is usually effective. Talk *to* the audience. If it is necessary to turn your back to the audience, don't talk while you are doing it. To maintain interest, keep your voice from dropping at the end of a sentence. Correlate your action with your talk. Give the longer explanations during action that takes more time.

If you hand out recipe sheets, indicate the recipe you're using, so that everyone will find it at one time and will not have to look while you are talking.

Have an intermission if the demonstration lasts over 45 minutes.

Make the demonstration look easy so the group will want to go home and try it. They won't be interested if the demonstration looks hard. Make it look like fun, and really make it fun. Keep your work table clean and neat. Have extra utensils, such as extra measuring cups and spoons, etc., within reach; a damp cloth and paper towels on the table.

Use charts, slides, and movies only if they really aid in the demonstration. Close your demonstration by summarizing and stating its purpose.

Have an open mind. Observe other demonstrations. You might see something you want to use, or you might find something you don't want to use. Listen to the suggestions from the audience. Often they have some good ideas.



POINTERS ON PERSONAL CONDUCT

Be sure of yourself. Be able to talk and work at the same time. If you can't do this with ease, practice at home by talking to yourself as you work. As soon as you *stop* talking in a demonstration, the audience *starts* to talk.

Don't waste time. Bypass steps that are familiar to everyone. No one wants to watch a slow demonstration. Show slowly and deliberately the steps you want to emphasize. Relax, and your audience will also be at ease. Always be patient. You may be asked some questions that seem silly to you, but answer them willingly and try to keep the group from laughing at the person asking the questions.

Always repeat a question so that everyone hears it. Be sincere and tactful. Suggest, don't dictate. In making pie crust, for example, tell the audience that if they have not had good results, they might like to try your way. Then explain why.

Make the demonstration personal. Put something of yourself into it. Be friendly in your actions and appearance. Be cheerful; laugh with your audience.

Tell personal stories. Audiences love to hear about your family and friends.

You must like your work. If you enjoy what you're doing, the group will enjoy watching you. Of course there is always some tension, but if the demonstration is well planned and well prepared you should have nothing to worry about.

Be able to "take it." Demonstrations are hard and unusual situations do arise. Children run around the tables; cats rub your legs. Don't let these situations bother you. If possible, have someone else along to take care of them.

Avoid a uniform. Your own clothes help to express your personality. Dress simply, avoid large prints, cluttered lines, and too much or dangling jewelry.



When You're on Television

You need to remember the same basic techniques of the food demonstration when you are to give it on television, but there are some additional points to remember.

Check the Setup

1. Find out the kind of audience you'll have—men, women, or children. This will probably depend on the time of day. In morning or early afternoon plan for women; later afternoon and early evening, plan for children; evening plan for men and women.
2. Check on the equipment, kitchen, and working area you are to use. List extra things you need. You might want to dress up your TV kitchen a little to make it "homey" and give it that "lived in" look. A few simple touches are enough. Avoid clutter.
3. Check with your program director on the type of rehearsal. If the show is "live," plan to duplicate the demonstration at rehearsal, performing as though you were actually on the air. Check also on rehearsal time, and give yourself plenty of time to get set up for rehearsals.
4. Make sure that you know exactly how long you are participating on the program and whether there are any breaks.
5. If your own equipment is bright or white, ask if it is necessary to spray to reduce glare. The studio will have the necessary spray.
6. Know how long before the program you are permitted on the set. This is important when you are planning how you want to "set up" the program.
7. If you plan to offer a recipe or other material, ask the program director about the number of requests you are likely to receive. Prepare a display card giving the address to which the audience must write. Keep the address as simple as possible. Give your mail a personal touch, although recipes may be mimeographed.

Plan Your Program

1. Make it simple. Strive for recipes with few steps.
2. Plan to show the finished product at the beginning and end of the program.
3. Use work-a-day world casseroles, quick desserts, and short cuts. Present new uses for familiar foods, new twists to familiar recipes, or ways to make wholesome food attractive.
4. Give simple, interesting facts about the nutritive value of the food demonstrated or its history or origin.
5. Show "special-day" foods far enough in advance so that requests for recipes can be received and recipes mailed in plenty of time for use.
6. Remember how much time you are going to have. Plan this so that you will say the most important things first. Leave for the end of the program things which may be cut if necessary. However, you may find there is extra time so be prepared to fill it with an extra idea or two, not essential to your main theme.
7. Your demonstration will be more attractive if you show related foods together. Avoid "busy" combinations. Don't try to put too many foods on one plate.
8. Avoid noisy equipment. This applies to electric mixers, rotary beaters, minute minders, singing tea kettles, paper toweling, waxed paper, and metal spoons. You can minimize the noise of mixers, beaters, or minders by placing them on two or three thicknesses of dish toweling and using the lowest speed possible on an electric mixer.

Some ideas to cut down noise . . .

- loosen springs on oven doors
- oil rollers on kitchen drawers
- use rubber spatulas
- use wire whips instead of a rotary beater
- use wooden spoons instead of metal spoons
- use damp cloth instead of paper toweling
- use transparent plastic sheets instead of wax paper

9. Plan to work household hints into your talk whenever possible.
10. Use useful gadgets and point out their value for shortening housework. Be sure they are available for purchase.
11. Glass utensils are excellent because the audience can see the food better. Shallow or wide-mouthed bowls are best for camera shots.

12. If you are demonstrating several ideas, the use of trays for each recipe makes for a neater, faster-moving program. Place the trays in sequence for use in program. When using a tray during the program, place it on the table in the best position for viewers so they can see what you are doing.
13. Plan your program well in advance.

Prepare Your Materials

1. Purchase necessary foods and assemble equipment.
2. Make the finished product for display.
3. Practice the steps you are going to show.
4. Prepare all the obvious things before the program—chop food, whip cream, open cans, loosen bottle caps, have ingredients ready-measured and meat browned. Then be sure to mention that this has been done and give the measurements of food. Keep your demonstration moving. Change pace from time to time, going quickly through familiar steps—more slowly on the ones that are “tricky” or new to your audience.
5. Strive for some color and texture contrast. A dark food will be lost on a dark plate.
6. Have enough props to give a finished look to your food. They are important. Try to vary your props in order to avoid monotony for your audience. Avoid “busy” patterns.
7. Display the food as attractively as you would on your own table.
8. If you are a guest, send your program outline to the director far enough in advance to give him (or her) an opportunity to check the equipment, confer with the director and cameraman. Supply the director with information, so that he can make his own introduction and summary to your program, or, if he is participating, to help tie the program together.
9. Since you will be working in front of a camera, practice so that you can work in as small an area as possible. Avoid any quick or unannounced movements.
10. Supply paper cups and plates so that the crew can taste the food after the program.
11. Pack carefully so food will arrive at the studio in good condition.

Rehearse

1. Time your demonstration.
2. Make notes of any changes suggested.

3. Become acquainted with the camera to insure ease during the program.
4. Check on a monitor any camera shots about which there may be some doubt as to setting and props.
5. Don't be afraid to ask questions if you are new to TV or in a strange studio. Get to know your camera, cameraman, and director. They are the go-between for you and your audience.
6. Familiarize yourself with your TV kitchen and working area. This makes it easier to plan your program accurately.

Your Appearance

The rules for personal appearance in any food demonstration apply on television as well, with some special pointers for this medium.

1. Dress simply. Avoid bracelets except your wristwatch. Glittering or dangling jewelry may distract attention from your demonstration.
2. Buttons on the front of a dress or blouse may get in the way of a necklace microphone.
3. Comb your hair just before you appear, to catch any stray locks.
4. Have immaculate nails. Medium to light nail polish is good because it accentuates contrast in hands.
5. If you have heavy dark hair on your arms, it may be necessary to bleach it. Ask your druggist for directions.
6. Street makeup is all you need unless the program director suggests something special.

Before the Program

1. Recheck trays.
2. Check all appliances to make sure they are operating properly.
3. Be sure you know the location of your microphone and how to adjust it.
4. If another program is on in the studio, be as quiet as possible. And above all, be careful where you walk—you might accidentally walk before a "live" camera.
5. Get to the studio early enough to give yourself plenty of time to set up your equipment.
6. Check on arrangements for time signals. Be sure you understand how to tell when your time is up.

During the Program

1. Be enthusiastic about your subject. Cameras are sensitive and convey attitudes very well. One purpose of the demonstration is to inspire women to take pride in their job of homemaking.
2. Avoid overtalking. Use short sentences.
3. Accidents happen. If one does happen, consider it as a joke. Make a light remark and keep going.
4. Be yourself, work in a little humor. Avoid developing an affected TV personality.
5. Try to move slowly and give the director a verbal cue before changing position.
6. Gear conversation to one person or small group. In this way, it will seem to everyone listening that you are visiting especially with him.
7. Give the ingredients and method of a recipe as you prepare it. You may want to show a card listing ingredients in a closeup.
8. Work toward the camera. Tip bowls toward the camera. Keep hands out of the way as much as possible. Keep your head up. Be graceful.
9. Talk to the correct camera. The one operating has a red light on it.
10. When you show the finished product, hold the subject still long enough for audience to get a good look.

After the Program

1. Feed the crew.
2. Be sure your working area is spotless when you leave.
3. If viewers are given an opportunity to write in for recipes, arrange to have their requests handled promptly.
4. Look upon your mistakes as training for further demonstrations!

* * * *

You have planned your presentation with care, rehearsed it for smoothness, considered your personal appearance.

NOW FORGET YOURSELF!

Concentrate on giving an enthusiastic presentation. Your audience will reflect your enthusiasm.

